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ABSTRACT

This book serves as a manual for librarians and library students on the wide range of decisions and tasks related to bringing video material into the library collection. It outlines not only many of the milestones in the video industry from 1970 to 1994 but also many of the practices and trends in video marketing, pricing, and distribution. Advice is offered on obtaining information about titles for purchase, deciding what to buy and from which vendor, seeking out discounts, initiating and keeping track of orders, and returning damaged or incorrectly shipped videos. Issues of copyright and legal restrictions on video use and duplication are examined, in particular when and how a library should investigate purchasing public performance rights for its own protection. There is a discussion of potential dilemmas unique to cataloging items in video format. In an attempt to focus on practical use rather than theory, the text provides samples of procedures and forms in use in actual libraries. (Contains 3 charts, 25 figures, 13 tables, and 31 references.) (BEW)

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